



One Stop  
Selling Guide



## Introducing the New Mobile Intel® Pentium® 4 Processor - M



*m*

# The 'm' is for Mobility



The Mobile Intel® Pentium® 4 Processor - M delivers a great mobile experience, with:

- High Performance
- Extended Battery Life
- Thinner, Lighter Systems
- Seamless Connectivity

The Mobile Intel® Pentium® 4 Processor - M is designed to optimize mobile computing—and gives the highest Intel performance with long battery life to maximize the benefits of mobility. Make sure your customers know to look for the “m.”



# Go Mobile With Intel

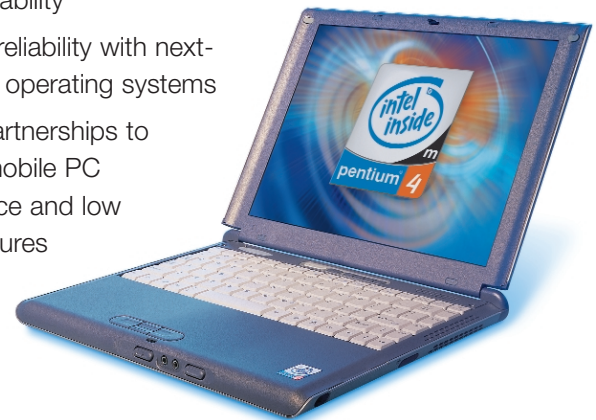
## Today's mobile computing options enable PC users to:

- Work faster, smarter and leaner—when it counts the most
- Learn and play on the go
- Increase professional and personal productivity
- Access business information, personal files and the Internet anytime, anywhere
- Use emerging wireless technologies



**Choosing the Mobile Intel® Pentium® 4 Processor - M is an investment you can count on to give the best of mobility. The Intel name means:**

- 30+ years of computing innovation and leadership
- Industry-leading performance and low power innovations for mobile computing
- Extensive validation and testing to ensure mobile platform stability
- Increased reliability with next-generation operating systems
- Industry partnerships to optimize mobile PC performance and low power features



# Intel Delivers

The Mobile Intel® Pentium® 4 Processor - M delivers outstanding benefits to give notebook users a great mobile computing experience:

## High Performance

- Fastest Intel® mobile processor, with leading-edge 0.13-micron process technology
- Superior capabilities for high-intensity multimedia and e-Business applications
- Intel® NetBurst™ microarchitecture for high performance in audio, video, imaging and encryption

## Extended Battery Life

- Long battery life for the utmost in flexibility while on the go
- Mobile computing power when it's needed, for as long as it's needed
- Supports Enhanced Intel® SpeedStep™ Technology and Deeper Sleep Alert State to help optimize application performance and power usage so that battery life can be improved

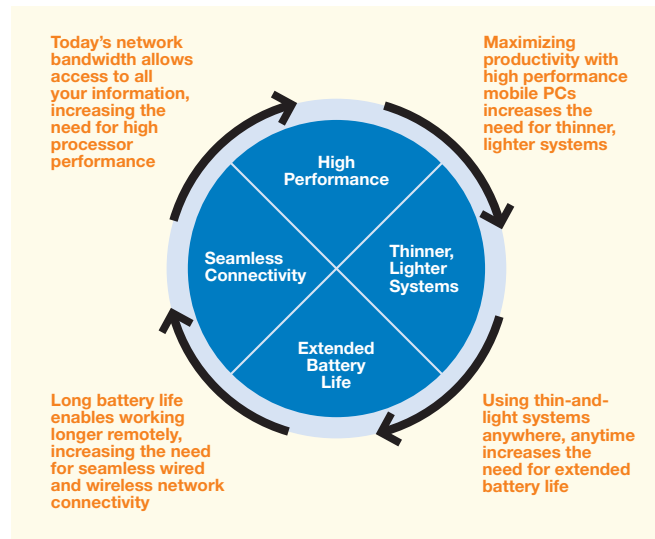
## Thinner, Lighter Systems

- Thinner, lighter notebooks for ease of carrying and ease of use
- Intel® Mobile Voltage Position III technology to enable lower thermal design power and smaller notebook designs

- Innovative Micro FCPGA chip packaging for the highest Intel performance in smaller systems

## Seamless Connectivity

- Intel power management reliability for power transitions that enable extended battery life and won't interrupt wired or wireless connections
- Integrated wired LAN and modem interfaces for optimal connectivity
- High performance for headroom to maintain a productive, secure wireless environment





# Large Business

—Unleash the power of the Mobile Intel® Pentium® 4 Processor - M to deliver the optimum performance your workforce needs.

“...[M]obile computing has the potential to change the very nature of a company: it will streamline and improve the productivity of the workforce; produce efficient business processes...and improve the way companies reach and service consumers.”

—“Mobile Computing: Uncovering the Real Value,” *Economist Intelligence Unit*, October 30, 2001 (Copyright 2001)

L A R G E   B U S I N E S S

S M A L L   B U S I N E S S

C O N S U M E R

# Mobile Computing is Good for the Bottom Line

The total benefit of ownership (TBO) for notebook computers is increasing, while total cost of ownership (TCO) is decreasing—resulting in maximized return on investment (ROI).

According to research by Gartner Consulting, business users with a notebook computer who spent 20% or more of their time out of the office realized a minimum annual dollar benefit of \$34,560 in productivity gains and efficiency savings. Additionally, professionals equipped with wirelessly-enabled notebooks reported 41% higher productivity gains and efficiency savings than their wired counterparts.

**Productivity** is measured by the hours gained when a notebook user is more productive in a given location—the client's workplace, in-transit or at home.

**Efficiency** is measured by the time saved by eliminating specific business tasks and/or being able to expedite specific activities, such as faster decision making and answering urgent messages more quickly.

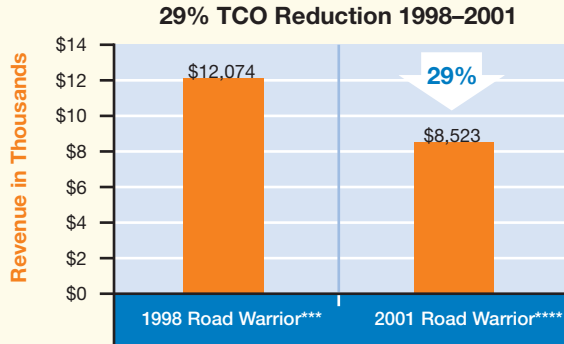
Annual Dollar Benefit of Notebook Ownership		
User Profile	Weekly Hours productivity gains + efficiency savings	Annual Dollar Benefits (productivity and efficiency**)
Sales Force-wired	20	\$37,344
Executive-wired	18	64,248
Professional-wired	18	34,560
Professional-wireless	25.5	48,672

Source: Gartner Consulting (May 2001)

\*\* Hours saved from increased productivity and efficiency were converted to annual dollar benefit using a \$38 burdened salary rate for Sales Force-wired, Professional-wired and Wireless; \$80 per hour for Executive-wired. These results reflect best practices by the users interviewed. Gartner expects these results to vary based on specific business conditions, infrastructure, and other operational factors.



## Road Warrior Total Annual TCO Notebook Results



Source: Gartner Consulting (May 2001)

\*\*\* Road Warrior with Windows® 98 and lower level of company best practices.

\*\*\*\* Road Warrior with Windows® 2000 and higher level of company best practices.

Best practices rated included platform standardization, service desk problem resolution and enterprise policy management.

Along with the rise in TBO, the Total Cost of Ownership has also been dropping dramatically. Gartner Consulting research shows that notebook PC TCO for a road warrior, e.g., a traveling salesperson, declined 29% from 1998 to 2001. TCO savings comprise four major components:

- **Lower capital costs**—hardware costs decreasing
- **Lower technical support costs**—platform standardization, better enterprise policy management, improved service desk problem resolution
- **Lower administration costs**—knowledgeable, more experienced employees need less computer training
- **Lower end-user operation costs**—improved service desk operation, increased reliability and proactive enterprise policy management

Research from Gartner also indicates that it takes slightly less than four weeks for a road warrior to recoup the additional cost of a mobile PC over a desktop PC.

## Large Business— Key Selling Messages



Deploying Mobile Intel® Pentium® 4 Processor - M-based notebooks will deliver strong return on investment for your corporation by maximizing TBO and minimizing TCO.

### **Increase TBO With:**

- Mobile Intel® Pentium® 4 Processor - M features that enhance the advantages of mobile computing:
  - Intel® NetBurst™ microarchitecture for highest Intel® mobile processor performance
  - Supports Enhanced Intel® SpeedStep™ Technology and Deeper Sleep Alert State for extended battery life
  - Micro FCPGA Packaging Technology for thinner, lighter notebooks
  - High performance, long battery life and thinner, lighter notebooks for a better wireless experience

- Increased productivity and efficiency—mobile PC users can realize a weekly gain of 18 hours or more of productive work time
- The ability to use mobile PCs in new ways—to create, collaborate, access content and respond to customers anywhere, in real time

### **Decrease TCO With:**

- Reduced systems costs—notebook prices continue to fall, while their capabilities increase, resulting in strong ROI for IT
- Stable platform—lower deployment costs in accordance with Intel's Stable Platform guidance; 12–18 month product availability, backward and cross-platform compatibility and a productive life cycle of three years per unit
- Stable, reliable operating system—uses the same stress-tested, secure engine that drives Windows 2000\*, Windows NT\* and Windows XP\* for a dependable business computing experience





# Large Business— Usage Models and Optimized Software Applications

With Mobile Intel® Pentium® 4 Processor - M-based notebooks, business users can create, collaborate, communicate, access content and respond to customers from anywhere, in real time.

	Creation	Communication and Collaboration	Content Access and Storage	Customer Orientation
Mobile Intel® Pentium® 4 Processor - M Usage Models	<ul style="list-style-type: none"> <li>• <b>Create</b> graphics-intensive, multimedia presentations on the road</li> <li>• <b>Design</b> complex mathematical models, and use 3D solids rendering and CAD outside of the typical workstation environment</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Communicate</b> seamlessly with colleagues using face-to-face video conferencing</li> <li>• <b>Collaborate</b> efficiently with real-time document sharing and interactive joint development</li> </ul>	<ul style="list-style-type: none"> <li>• Access time-sensitive, business-critical <b>content</b> anywhere with a more secure wireless network connection</li> <li>• <b>Store</b> all data on one powerful device for immediate retrieval</li> </ul>	<ul style="list-style-type: none"> <li>• Improve <b>customer satisfaction</b> by accelerating response time and problem resolution</li> <li>• Use powerful enterprise software applications to manage and synchronize <b>customer interactions</b>, sales, and enterprise resources across channels</li> </ul>
Mobile Intel® Pentium® 4 Processor - M Optimized Software	<p><b>Digital Video/Editing</b></p> <ul style="list-style-type: none"> <li>• Adobe Systems Inc.: Adobe Premiere*, Adobe Photoshop*</li> </ul> <p><b>Visual Computing</b></p> <ul style="list-style-type: none"> <li>• Advanced Visual Systems: OpenViz</li> <li>• Vital Images, Inc.: Vitrea* 2</li> </ul> <p><b>Geometric 3D Modeling</b></p> <ul style="list-style-type: none"> <li>• UGS: Parasolid, SolidEdge</li> </ul> <p><b>Web Site Development</b></p> <ul style="list-style-type: none"> <li>• Macromedia*: Dreamweaver* 4, Fireworks* 4*</li> </ul>	<p><b>Collaborative Work Environment</b></p> <ul style="list-style-type: none"> <li>• Consilient Inc.*: The Consilient* Process Collaboration Platform</li> <li>• Computer Associates*: Jasmine Portal</li> </ul> <p><b>Collaborative Decision-Making</b></p> <ul style="list-style-type: none"> <li>• BEA Systems, Inc.: BEA WebLogic Collaborate*</li> </ul> <p><b>Online Interaction</b></p> <ul style="list-style-type: none"> <li>• Groove Networks*: Groove*</li> </ul>	<p><b>XML-Based Applications</b></p> <ul style="list-style-type: none"> <li>• Benefits of XML: automatic data exchange, access to legacy data, application synchronization, secure data transfer</li> <li>• XML support is being built into a variety of applications, such as CRM (Customer Relationship Management), SCM (Supply Chain Management), Windows XP*</li> </ul>	<p><b>Enterprise Management Software</b></p> <ul style="list-style-type: none"> <li>• BEA Systems, Inc.: BEA eLink*, BEA Tuxedo*, BEA WebLogic Commerce Server*</li> </ul> <p><b>Supply Chain Software</b></p> <ul style="list-style-type: none"> <li>• i2*: i2 Supply Chain Management*</li> </ul> <p><b>Interactive Product Visualization</b></p> <ul style="list-style-type: none"> <li>• Cycore: Cycore Cult3D*</li> <li>• Browzwear International Ltd.: C-Me, V-Stitcher</li> </ul>

## Large Business— Key Questions and Answers

### Questions for the large business manager:

- **Are you concerned about maximizing ROI for your organization?**
- **Would you like your employees to be more productive?**
- **Is lower Total Cost of Ownership a critical component in your IT investments?**
- **Are you considering wireless deployment in your organization?**

### If the answer is “yes,” recommend the Mobile Intel® Pentium® 4 Processor - M-based platform because:

- When you evaluate Total Benefit of Ownership along with Total Cost of Ownership, it's clear that deploying Mobile Intel® Pentium® 4 Processor - M-based notebooks will yield a high ROI.
- Business users equipped with high performance mobile PCs based on the Mobile Intel® Pentium® 4 Processor - M are more productive and efficient. They can create, communicate, collaborate, access critical content and serve customers from anywhere, dramatically increasing their Total Benefit of Ownership (TBO).
- The Mobile Intel® Pentium® 4 Processor - M and Mobile Intel® 845MP chipset lower TCO by delivering a stable, more secure mobile platform.
- The Mobile Intel® Pentium® 4 Processor - M provides the battery life and performance you need for demanding wireless connectivity and security applications.





Small Business—Achieve higher ROI  
with Mobile Intel® Pentium® 4 Processor - M-based  
notebooks—the tools of an efficient and  
productive business.

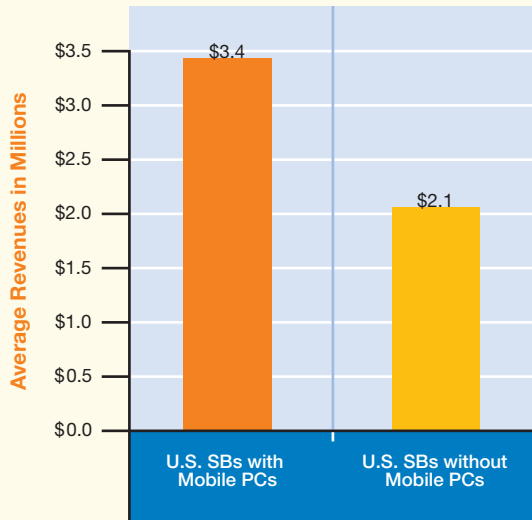
“I consider my mobile PC my primary  
productivity tool...Being mobile enables  
anyone to reach me at any time, which is  
important because there are always key  
decisions to be made, no matter where  
I am or what I’m doing.”

—Entrepreneur: Umai A. Khan, Clickmarks, Inc., Wireless  
software manufacturing

S M A L L   B U S I N E S S

C O N S U M E R

## Small Businesses Using Mobile PCs Are Generating Higher Revenues



Source: AMI-Partners 2000 U.S. Market Assessment Study Base=7.4 million U.S. SBs

## Small Business— Key Selling Messages

Mobile Intel® Pentium® 4  
Processor - M-based notebooks  
will enable your business to:

- Maximize resources by investing in reliable, advanced Intel technology, with investment protection for the future
- Stay connected with customers and colleagues, accessing e-mail and the Internet, no matter where you are
- Enhance efficiency—work from home or on the road, use video conferencing and document sharing
- Work leaner with a thinner, lighter notebook and the ability to connect wirelessly
- Reach new customers and build loyalty with access to critical information, Customer Relationship Management (CRM) or Sales Force Automation (SFA) programs anywhere, anytime
- Deliver graphics-rich presentations anywhere and solve customer problems on the spot



# Small Business— Usage Models and Optimized Software Applications

Mobile Intel® Pentium® 4 Processor - M-based notebooks help you stay competitive and profitable—with the flexibility, freedom and portability to get your work done wherever you are.

	Creation	Communication and Collaboration	Content Access and Storage	Customer Orientation
Mobile Intel® Pentium® 4 Processor - M Usage Models	<ul style="list-style-type: none"> <li>• <b>Create</b> professional-looking content with advanced page layout, photo editing and media handling applications—even with just a one-person creative department</li> <li>• <b>Design</b> complex mathematical models and use 3D solids rendering and CAD outside of the typical workstation environment</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Communicate</b> electronically with e-mail and Web access to better reach clients, suppliers and colleagues</li> <li>• <b>Collaborate</b> easily with the right people anytime, and share vital technical and operational information, even if key players are across town, at home or on the go</li> </ul>	<ul style="list-style-type: none"> <li>• Reach new customers and build loyalty with <b>access</b> to critical information, Customer Relationship Management (CRM) or Sales Force Animation (SFA) programs anytime, anywhere</li> <li>• <b>Store</b> all data on one powerful device, work from home or on the road, use video conferencing and document sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Improve <b>customer satisfaction</b> by accelerating response time and problem resolution</li> <li>• Manage and synchronize <b>customer interactions</b></li> <li>• Embed information and context into Web sites and other materials, to tie together data and documents</li> </ul>
Mobile Intel® Pentium® 4 Processor - M Optimized Software	<p><b>Digital Video/Audio Editing</b></p> <ul style="list-style-type: none"> <li>• Sonic Foundry, Inc.: Sound Forge*</li> <li>• Adobe Systems Inc.: Adobe Premiere*, Adobe Photoshop*</li> </ul> <p><b>Geometric 3D Modeling</b></p> <ul style="list-style-type: none"> <li>• Vital Images, Inc.: Vitrea* 2</li> <li>• Cycore*: Cycore Cult3D*</li> </ul> <p><b>Web Site Development</b></p> <ul style="list-style-type: none"> <li>• Macromedia*: Freehand* 10, Flash* 5</li> </ul>	<p><b>Collaborative Work Environment</b></p> <ul style="list-style-type: none"> <li>• Consilient Inc.*: The Consilient* Process Collaboration Platform</li> <li>• Computer Associates*: Jasmine Portal</li> </ul> <p><b>Collaboration Tools</b></p> <ul style="list-style-type: none"> <li>• BEA Systems, Inc.: BEA WebLogic Collaborate*</li> </ul> <p><b>Online Interaction</b></p> <ul style="list-style-type: none"> <li>• Groove Networks*: Groove*</li> </ul>	<p><b>XML-Based Applications</b></p> <ul style="list-style-type: none"> <li>• Benefits of XML: automatic data exchange, access to legacy data, application synchronization, secure data transfer</li> <li>• XML support is being built into a variety of applications, such as CRM (Customer Relationship Management), SCM (Supply Chain Management), Windows XP*</li> </ul>	<p><b>Decision Making Tools</b></p> <ul style="list-style-type: none"> <li>• Advanced Visual Systems*: OpenViz*</li> <li>• BEA Systems, Inc.: BEA WebLogic Commerce Server*</li> </ul> <p><b>Supply Chain Software</b></p> <ul style="list-style-type: none"> <li>• i2*: i2 Supply Chain Management*</li> </ul> <p><b>Product Visualization</b></p> <ul style="list-style-type: none"> <li>• Browzwear International Ltd.: C-Me, V-Stitcher</li> </ul>

## Small Business— Key Questions and Answers

### Questions for the small business owner:

- **Are you looking for new ways to enhance customer service, build loyalty and acquire new customers?**
- **Do you want to reduce operating expenses?**
- **Are you interested in how effective use of information and technology can help you stay competitive?**
- **Do you find it challenging to manage your resources?**

### If the answer is “yes,” recommend the Mobile Intel® Pentium® 4 Processor - M-based platform because:

- Mobile Intel® Pentium® 4 Processor - M-based notebooks give you the performance and extended battery life to respond to customers immediately and use powerful sales and marketing applications anytime, anywhere.
- Intel mobile technologies are reliable and stable, lowering costs (TCO)<sup>†</sup>, and they deliver productivity and efficiency gains that increase overall benefits (TBO)<sup>†</sup>—for reduced operating costs and strong ROI<sup>†</sup>.
- With Mobile Intel® Pentium® 4 Processor - M-based notebooks, you can run today's most demanding applications, and manage your time by staying connected to your business no matter where you are.
- The Mobile Intel® Pentium® 4 Processor - M is available in full-size and thin-and-light systems, a variety of configurations and a range of prices, allowing you to maximize your resources and find a mobile solution to fit your needs.

<sup>†</sup> TCO: Total Cost of Ownership, TBO: Total Benefit of Ownership, ROI: Return on Investment





**Consumer**—Notebooks with a Mobile  
Intel® Pentium® 4 Processor - M inside give you the  
freedom and power to stay in touch, and enjoy  
movies, games, music and photos from anywhere.

“You *can* take it with you. Who ever  
imagined you could pack that much  
desktop processing power in a mobile  
computer...and run all day without  
tiring out.”

—*Notebook User*

C O N S U M E R

## Consumer— Key Selling Messages



Your Mobile Intel® Pentium® 4 Processor - M-based notebook allows you to communicate, enjoy digital entertainment and learn anytime, anywhere—for the performance you need and the freedom you desire.

- Communicate from anywhere—stay in touch with family and friends, and share videos and digital photos
- Increase flexibility and productivity—with access to the Web, e-mail, school projects, travel schedules, and personal finances whenever and wherever you want
- Maximize your digital entertainment options, with the performance and long battery life to enjoy movies, music and games anywhere, anytime
- Take advantage of new e-Learning technologies to enhance your knowledge and pursue hobbies at home, at school or on vacation
- Get the performance, light weight and long battery life you need for your mobile lifestyle, with a choice of great styles at the best prices ever





## Consumer—

# Usage Models and Optimized Software Applications

With Mobile Intel® Pentium® 4 Processor - M-based notebooks, consumers can communicate with friends and family anytime, carry an all-in-one entertainment device with them and access e-Learning tools anywhere—for the greatest flexibility.

	Communication	Entertainment	Learning
Mobile Intel® Pentium® 4 Processor - M Usage Models	<ul style="list-style-type: none"><li>• Access e-mail and the Internet anytime</li><li>• Share digital photos and videos with friends and family around the world</li><li>• Collaborate on school projects from multiple locations</li></ul>	<ul style="list-style-type: none"><li>• Get on-demand digital music</li><li>• Watch DVDs anywhere</li><li>• Play games inside and out, at home or while traveling</li></ul>	<ul style="list-style-type: none"><li>• Study anywhere</li><li>• Access e-Learning technologies and virtual classrooms</li><li>• Enhance knowledge and pursue hobbies while on vacation</li></ul>
Mobile Intel® Pentium® 4 Processor - M Optimized Software	<b>Create &amp; Share Videos</b> <ul style="list-style-type: none"><li>• Ulead Systems: Ulead Video Studio 5</li><li>• MGI Software Corp.: Video Wave 5</li><li>• InterVideo Inc.: Win DvR</li></ul> <b>Edit &amp; Share Digital Photos</b> <ul style="list-style-type: none"><li>• MGI Software Corp.: MGI Photosuite 4.0</li></ul>	<b>Play Games</b> <ul style="list-style-type: none"><li>• Rage Software: eRacer</li><li>• Jim Henson Company, Inc.: Muppet World</li><li>• Activision: Star Trek: Armada II</li></ul> <b>Watch Movies</b> <ul style="list-style-type: none"><li>• InterVideo Inc.: Win DvD</li></ul> <b>Make Music</b> <ul style="list-style-type: none"><li>• Music Match: Music Match Jukebox 6.1</li><li>• APZU, Inc.: DM2, Digital Music Mixer</li><li>• Cakewalk: Cakewalk Plasma</li></ul>	<b>Manage Your Life, Expand Your Horizons</b> <ul style="list-style-type: none"><li>• Microsoft: Microsoft Windows XP*</li><li>• Macromedia: Director* 8.5 Shockwave* Studio</li><li>• Corel Corporation: CorelDRAW Essentials</li></ul>

## Consumer— Key Questions and Answers

### Questions for the consumer:

- **When you're on the go, do you ever wish you had your computer with you?**
- **Would you like to turn your notebook into a jukebox?**
- **Want to make your travel experiences easier and more fun?**
- **Would you like to be free to surf the Web without plugging in?**

### If the answer is "yes," recommend the Mobile Intel® Pentium® 4 Processor - M-based platform because:

- Intel® mobile technology gives you the high performance, light weight and long battery life you need to communicate, enjoy digital entertainment, study and access the Internet anytime, anywhere.
- With a Mobile Intel® Pentium® 4 Processor - M-based notebook, you can download MP3 files, create a digital music library and listen to your favorite songs wherever you are.
- Mobile Intel® Pentium® 4 Processor - M-based notebooks give you the freedom to check schedules, make plans, watch movies and play interactive games while on the road.
- Experience the flexibility and convenience of freedom from wires, with a wireless connection and the Mobile Intel® Pentium® 4 Processor - M.







## Intel Mobile Technology For a Great Mobile Experience

With more than 30 years of industry leadership, Intel combines reliability, safety and quality with innovative technology—to deliver superior high-performance, low-power mobile processor-based notebooks.

For more information on the Mobile Intel® Pentium® 4 Processor - M and Intel® mobile computing solutions, visit us on the Web:

For Business: [www.intel.com/ebusiness/mobile](http://www.intel.com/ebusiness/mobile)

For Home: [www.intel.com/home/notebooks](http://www.intel.com/home/notebooks)



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